



# More data yields greater efficiency and better service



## The challenge

In the last decade, globalization and technology have taken off at break-neck speed, facilitating rapid growth in e-commerce and the entire parcel market. In Asia Pacific alone, the B2C

In addition to accurately assessing linehaul costs, volumetric weight data allows SingPost to work with shippers to improve their packaging – creating a win-win-win situation of cost savings for SingPost and their customers, while

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e-commerce market is expected to hit \$1 trillion USD by 2017. While this boom has created growth opportunities for SingPost and other postal operators, the surge in parcel volume also puts a strain on operations. SingPost needed to increase efficiency and ease bottlenecks, as well as extend volumetric management through all operations. They needed a system that could assess volumetric weight and capture complete data – accurately, instantly and cost-effectively.

simultaneously providing enhanced customer service. Capturing volumetric weight and other essential information is also important for Singapore which is a hub for the import/export business.

## The solution

The solution came in the form of QubeVu. It matched SingPost's key requirement of cost-effectiveness and speed of implementation. As they had recently invested in various other tech-



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nologies and infrastructure, an additional requirement was that any new equipment integrate seamlessly into existing process flows. QubeVu filled the bill.

### Implementation

SingPost installed two QubeVu Industrials in their centralized parcel sorting center, each integrated with a scale and separate barcode reader, mounted above conveyor belts. Integration was smooth, required an absolute minimum of training and no special buildout. The QubeVus capture weight,

volumetric weight and item images simultaneously, and feed the data directly into SingPost's tracking system at the individual-item level, linked to each parcel's barcode. Another plus has been QubeVu's ability to accurately dimension irregularly shaped items.

With QubeVu in place, SingPost has full transparency on the volumetric weight of every single parcel and is using this intelligence for operations planning – including capacity planning and linehaul optimization – and to better connect to their customers.



### About SingPost

SingPost offers postal services, logistics solutions including Speedpost service as well as e-commerce solutions. With their extensive distribution network, regional operations, and international relationships, SingPost also provides end-to-end e-commerce logistics solutions such as warehousing, pick and pack, delivery and returns management for customers in Singapore and throughout the region.